CALIFORNIA SCHOOL OF FINE ARTS · 800 CHESTNUT STREET · SAN FRANCISCO

SUMMER SESSION · 1942

California School of Fine Arts

1942 SUMMER SESSION

June 29 to August 8, 1942

Six weeks of Summer Session are planned to give students new ideas, a broader vision, whether the work is taken for professional advancement or for greater appreciation and enjoyment of art. To sustain morale and to maintain normal living conditions, the art student and teacher could serve the public as a channel supplementing museums and libraries for the purpose of mental rehabilitation through instruction of drawing, painting, pottery, modeling, and the graphic arts.

This summer, in addition to major classes in drawing, oil and water-color painting (beginning and advanced), there are classes in landscape painting, design, and advertising art with special emphasis on war and Red Cross posters; also a class concentrating on lithographic printing will be given as a method of reproducing posters.

In keeping with the general policy of the School to give aid in the war effort, the Department of Advertising Art is giving student assignments with subject matter almost entirely devoted to that end. Problems covering many phases of war activities are given, such as posters and booklet covers for the sale of war bonds and stamps, the campaign against spreading rumors, increased production in war industries, relief activities, such as the Red Cross, which is actually using one of the student posters for its new San Francisco Blood Bank. In this way the student of Advertising Art can feel that his work is timely and necessary and he is approaching it with added enthusiasm.

LOCATION AND BUILDINGS

The location of the School offers the unique advantages of the City of San Francisco, with its cool and stimulating climate, and the opportunities for recreation and pleasure to be found in its beautiful environs. Spacious grounds and reinforced concrete buildings, including many studios and workshops with modern equipment, insure ideal working conditions. The site overlooks the Bay and is within seven minutes of the downtown shopping district.

ANNE BREMER MEMORIAL LIBRARY

Through the generosity of the late Albert M. Bender, this Library comprises a splendid collection of books and reproductions on all phases of art, including current American art periodicals. The Library room is one of the most attractive features of the School buildings and is open daily for reference and research study.

INSTRUCTION

The instruction is given through individual criticisms, lectures, and demonstrations by a Faculty of distinguished artists known for their creative work and teaching ability.

ART MUSEUMS OF SAN FRANCISCO

Three splendid Museums of Art in the City, easily accessible from the School, provide unlimited material for study and research in the fine arts, decorative arts, and crafts. Permanent collections and changing exhibitions of painting, sculpture, and applied arts are on display throughout the summer, and many lectures are available to the public.

SIX WEEKS SUMMER SESSION PROGRAM

The courses and class hours are so arranged that individual programs of study may be made to meet the special needs and objectives of the student. Thus, students whose main interest leans toward design and the graphic arts may find a full-time program in that field; while an equally full schedule is available for those who wish to concentrate their work in painting.

UNITS OF CREDIT

Credit will be given for satisfactory work completed during the Summer Session. Four to six units may be earned for full-time work, according to the subjects taken. The School is State-accredited.

ADVERTISING ART

This highly specialized field is one of the most important branches of contemporary art. To the well-trained artist, who thoroughly understands the present-day requirements of art and design applied to modern business and industry, Advertising Art continually affords opportunities for creative expression.

Since Advertising Art is so highly specialized, professional and technical demands so exacting, the average outside student has little opportunity to gain first-hand knowledge of this particular profession. For this reason the California School of Fine Arts offers a carefully planned and practical course expertly conceived by practicing professional artists.

The student is guided to plan and develop his professional career to meet the definite artistic and technical demands of present-day Advertising Art. He is stimulated to produce creative work and ideas in various media, materials and techniques; to think in terms of sound merchandising ideas; to coordinate art and layout with copy; to learn the latest developments of various reproduction methods as practically applied to the entire field of Advertising Art.

Student Work from Advertising Class

Both realistic and decorative approaches to subject matter; the influence of modern painting on Advertising Art. Lectures on the methods of reproduction for each technique; line cuts, half tones, three- and four-color process, lithography, Ben Day, silk screen, wood-block; also type faces, paper, craftsmen's production methods.

Monday 1-4., *Thursday* 9-12. *Mr. Forster*

LITHOGRAPHY

The course in Lithography, as conducted at the California School of Fine Arts, is very complete and yet flexible. A student may join the class for just a short time, in order to learn the fundamentals of the medium, or he may extend his study and decide to make Lithography his vocation.

Posters are playing a very important part in today's war effort. This course offers anyone interested in obtaining a knowledge of poster reproduction the kind of instruction necessary for a good foundation in this field.

Saturday 9-12, 1-4. *Mr. Bertrand*

DESIGN

The study of structural form. Decorative and architectural constructions developed in paper and wood fabrications. Rapid creative work in various media. Comparative study of design in painting, architecture, and crafts. Detailed analysis by students of great painting. Through lecture, demonstration, guided research work and criticism, a procedure is presented which outlines methods of study for students and teachers by which they may individually pursue creative and research work in design beyond the limits of a few weeks or months of guided classroom work. The course is planned for teachers and creative designers. Its objectives are: first, to present a procedure of study for a broad understanding and use of design; second, to produce some immediately useful and decorative results.

Tuesday 1-4, *Thursday* 1-4. *Miss Hartwell*

BEGINNING DRAWING

An introduction to art for beginning students through object and figure drawing. Full-time elementary work is offered.

Monday, Tuesday, Wednesday, Thursday, 9-12. *Mr. Macky*

LIFE DRAWING

Through penetrating talks to the class and expert individual criticism, this basic subject is given as the fundamental training for all branches of professional expression of art.

Monday, Tuesday, Wednesday, Thursday, 9-12. *Mr. Macky*

FIGURE PAINTING

Creative problems in painting with special emphasis on color and composition and the technical use of the medium.

Monday, Tuesday, Wednesday, Thursday, 1-4. *Mr. Gaw*

WATER COLOR PAINTING

A course in the technique of this splendid medium so much used today by artists, and in professional practice, such as architectural, interior, and advertising art renderings.

Monday, Tuesday, Wednesday, Thursday, 1-4. *Mr. Gaw*

STILL LIFE PAINTING

Still life arrangements with particular emphasis on color and compo-

sition. Oil and other media. Beginning and advanced students.
Monday, Tuesday, Wednesday, Thursday, 1-4. *Mr. Gaw*

LANDSCAPE PAINTING

A class for outdoor drawing and painting in any medium. Excellent material is available for landscape work in and around San Francisco. Individual criticism on location, with talks in the studio on composition, theory of color and techniques of the media.
Friday 9-12, 1-4. *Mr. Gaw*

SKETCH

Drawing from costume and figure models for beginning and advanced students.
Thursday 9-12. *Mr. Macky*

CERAMICS

The Ceramic Department is fully equipped to give essential training in this craft. Emphasis: decorative form and professional technique.
Friday 9-12, 1-4. *Mr. Smith*

HISTORY OF ART

A course of six lectures on Renaissance and Modern Art, with analysis of the influences leading to contemporary expression. Illustrated by reproductions and on the screen.
Tuesday 9-10. *Mr. Macky*

ANATOMY LECTURES

Structural principles of figure drawing. The relation of anatomy to use of the human figure in art.
Thursday 9-10. *Mr. Macky*

GRAMMAR AND HIGH SCHOOL STUDENTS CLASSES

Through happy practice and individual sympathetic guidance the child acquires the ability to draw, is led to observe and think about what he sees; to develop a sense of good taste and appreciation of form. Such study tends to develop the child's creative ability, stimulate his imagination, and increase his respect for fine craftsmanship.
Tuesday, Wednesday, Thursday, 9-12. *Ruth Cravath Wakefield*

TUITION RATES

All-day classes for six weeks	$52.00	*Credit Registration Fee* . .	$2.00
Half-day classes for six weeks	36.00	*Locker rental (six weeks)* .	1.00
Three half-days for six weeks	26.00	*Lithography studio fee* . .	2.00
Two half-days for six weeks	22.00	*Ceramics studio fee* . . .	3.00

The School is affiliated with the University of California and accredited by the State Board of Education. Students desiring credit for their work must register to this effect at time of enrollment. Credits for Summer Session work will be accepted toward recommendation to the State Department of Education for the special secondary credential of the arts type.

The School reserves the right to discontinue classes or make other changes if enrollment is not sufficient. Artists' supplies are sold at the School Shop. The cafeteria is open daily (except Saturdays) for lunch and tea. Further information will be gladly given by letter, telephone, or personal interview. Phone ORdway 2640.

ADMINISTRATION

WILLIAM A. GAW, Acting Director
SPENCER MACKY, Dean of the Faculty
NEALIE SULLIVAN, Secretary of the School
MARCIA FEE, Librarian LESLIE B. DULLEY, Comptroller

SUMMER SESSION FACULTY

WILLIAM A. GAW, Still life, oil, water color, figure and landscape painting.
SPENCER MACKY, Elementary and life drawing, history of art and anatomy lectures.
PAUL FORSTER, Advertising art.
RAY BERTRAND, Lithography.
MARIAN HARTWELL, Design.
FRANK SMITH, Ceramics.
RUTH CRAVATH WAKEFIELD, Children's Class.

REGULAR SESSION 1942-43

The fall semester will open with a full program of courses in the fine and applied arts on Monday, August 17, 1942. Fundamental courses in drawing, painting, sculpture, and design. Three and four year courses offering complete training for professional work in mural painting, interior decoration, illustration, advertising art, fashion illustration, lithography, ceramics, textile and other crafts. Certification of graduation conferred on students satisfactorily completing the three- or four-year courses.

No previous instruction is required to enroll for beginning classes. Qualified students are accepted for the Normal Teacher Training Course. Illustrated catalogue mailed on request. *Day, Night, and Saturday classes.* State-accredited.

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Sec. 562, P. L. & R.

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